

FLEXEES
REG.
TWIN CONTROL
by Artistic

"accenting" the new fall fashions decree

- Broad Shoulders
- High Bust Line
- Tapering Waist
- Narrower Hips

Amazing Creations in Girdles, Step-ins and Combinations.

- FLEXEES are moderately priced
- At your favorite store

ARTISTIC BRASSIERE CO., 31-37 W. 27th St., New York

AERIAL MARKSMEN—The target, above, being towed through the air bears the black "bull's-eye" at which the machine gunner in the army air corps plane at the right directs his stream of bullets during firing practice at Langley Field, Va. (Acme photo.)



With this quick daily care MRS. McADOO keeps her skin lovely



As a gracious hostess and much sought-after guest, MRS. McADOO's charm is constant. Hers is the radiance of a fresh, rested skin—kept at its loveliest by the simple Pond's Method, which she praises.

**Famous for
her chic and beauty**
**One of the world's
best dressed women**
Brilliant . .
Young . . Energetic



Mrs. McAdoo's trim figure is snapped by society reporters at smart gatherings everywhere.

Here she is wearing a stunning suede sports suit at the West Hills Races on Long Island.

Mrs. Robert McAdoo tells in her own words just how she uses the Two Creams that are preferred by women of fashion all over the world

"LONG AGO I decided to find out how to take proper care of my skin at home. And I did.

"It's marvelously simple and keeps my skin in perfect condition all the time. Here's what I do:

"First, cleansing—Pond's Cold Cream is the best cleanser I've ever found, it's so rich and pure. It floats every speck of dust out of the pores—and Pond's Tissues wipe it all away in a second, they're so much softer than any others."

About Protection Mrs. McAdoo is emphatic. "The thing many women neglect is protection," she says. "If you don't protect your skin, wind and cold and sunshine will play havoc with it. Pond's Vanishing Cream is the protection I always use. It's invisible, but it makes powder stay on for hours. And it doesn't dry my skin. A bit of powder, and a touch of lipstick and I'm ready to face the world."

"At Bedtime," Mrs. McAdoo says, "there is one important step. After removing the day's dust and grime with the Cold Cream and Tissues, I always put on a bit more of the rich Cold Cream and leave it on overnight to lubricate my skin. Women who don't lubricate their skin get nasty little lines and wrinkles."

And now you have Mrs. McAdoo's way to beauty. It's almost as refreshing and efficient as Mrs. McAdoo herself!

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Two Creams Famous as Safeguards of Beauty

POND'S TWO CREAMS have faithfully served the beauty of lovely women the world over. Each cream has five outstanding merits which make it invaluable in the care of the skin.

Pond's Cold Cream . . .

Cleanses the skin perfectly. Refreshes the skin quickly. Lubricates the skin. Relieves facial tenseness. And keeps away wrinkles.

Pond's Vanishing Cream . . .

Protects the skin from drying and chapping. Softens the skin. Heals roughnesses. Prevents pore clogging. Is an excellent powder base.

POND'S CLEANSING TISSUES simplify the home beauty treatment. They are extra soft and more absorbent than ordinary tissues.

Send 10¢ (to cover cost of postage and packing) for choice of FREE samples.

POND'S EXTRACT COMPANY, Dept. N
143 Hudson Street New York City
Please send me (check choice): Pond's New Face
Powder in attractive glass jar. Light Cream ☐
Rose Cream ☐ Brunette ☐ Naturelle ☐
OR Pond's Two Creams, Tissues and Freshener ☐

Name _____
Street _____
City _____ State _____



THE PILOT OF AN ARMY PURSUIT PLANE dives on the ground target and, dropping his small bomb, makes a "bull's-eye" at the Langley field matches. (Associated Press photo.)



CONSTANCE CUMMINGS of Hollywood models a dinner dress of chocolate and gold mixed tissue. The corsage of purple, brown and orange tops the high waisted peplum of the gown. (Associated Press photo.)

TUNE IN on Pond's, Fridays, 9:30 P. M., E. S. T. Continuous dance music rhythmied for actual dancing . . . Leo Reisman and his Orchestra—WEAF and NBC Network